

## ABSTURSE TALK AT SHOW

ENGINEERS' NIGHT INTRODUCES  
TECHNICAL DISCUSSION.

Mechanical Men Chiefly Interested in Chances—Attendance at Grand Central Palace Surprises the Promoters—Women Display Much Knowledge.

It was engineers' night at the Grand Central Palace automobile show last night and the lay visitors were very likely to overhear technical discussions that were altogether too abstruse for any one but a mechanical expert to understand. Invitations had been sent out to the different associations and clubs of engineers and many of the members of the Society of Automobile Engineers, who were in town for the fourth annual meeting of the organization to-day, were seen examining the new models of American and European cars.

The mechanical men were mostly interested in the chassis, as they liked to look the entire design and construction over rather than to make the piecemeal inspection that must be made when bodies have been fitted to the chassis. They talked about torque rods, side springs, driving stresses and other things with names that were brand new to even a great many of the stand attendants, who are not easily fazed by well posted motorists but whose knowledge is seldom extensive enough to answer all the questions a designer is likely to ask.

The attendance at the Palace has surprised even the most enthusiastic among the members of the American Motor Car Manufacturers Association, judging from indications that the big organization of independent automobile makers' first attempt at show promotion will be a great success from the standpoint of attendance. The plan of inviting automobile agents from all over the country to visit the show has proved successful far beyond the hopes of the American Motor Car Manufacturers Association. Show committee members and exhibitors have closed many contracts for the coming season with agents from all parts of the country.

One of the most noticeable features about the show, and one which is frequently commented on by salesmen who have been on duty at the shows for a number of years, is the amount of real mechanical knowledge possessed by visitors to the various exhibits. The knowledge is not confined to the men visitors either, for many and many a salesman has been surprised by having some dainty young woman tell him she had driven her father's or brother's—sometimes her own—car for a number of thousand miles during the last year or so.

The women enthusiasts do not confine their attention simply to the exhibits of automobiles but inspect the various offerings of the tire and accessory men on the first and second balconies with great interest. A great many of the women visitors who have learned to drive cars tell the salesmen they would drive offener and further if it were not for the trouble of cranking engines. One fair driver said yesterday afternoon that driving was far more attractive to her than it had been, as she no longer fears to be held up for an hour or so by a puncture and be compelled to change a tire in the blazing sun or with rain running down the back of her neck, but she did wish that motor cars would start without cranking, as she uses demountable rims.

Nowadays the salesman who tries to qualify for the task of selling automobiles by reading a catalogue through until he has memorized it is very likely to get into trouble, for most of those who stop at the various stands to ask questions are men or women who have had experience with automobiles and have a fairly clear idea how much they want to pay for a car and how much and how severe service they expect to have from their purchase.

As a business proposition the show is already a very successful one for the exhibitors of automobiles. Not only have a great many new agents been appointed in unoccupied territory and new contracts made with old agents but a large number of retail sales have been made. In many instances the retail sales have been made by dealers who came here with prospective customers or else had made engagements to meet the men from their own cities at the Palace show. The demonstrating cars that are being kept on hand by the exhibitors have helped close a number of these out of town sales, as the dealers in many cases have not received their own demonstrating cars and will not have them for a month or so.

Exhibitors and men show visitors have found that the "No Smoking" signs mean exactly what they say. The special officers at the entrance gates refuse to allow any one to enter the building with a lighted cigar, no matter if they promise not to smoke while in the building. The floors are patrolled by a number of former firemen in citizens' clothes who are also on the watch for smokers, and the men in the spaces are also carefully watched to make sure that they do not violate the rules. Any violation of the no smoking rule by an exhibitor or stand attendant is reported at once to Albert Reeves, general manager of the American Motor Car Manufacturers Association, and when one man was reported for the second time he was at once notified that a third violation would result in his exhibit being removed from the building. The enforcement of this rule has made the place much pleasanter for women visitors than it has been at former shows, when there were some infractions of the rule.

One of the principal topics of discussion at the show is the two day run to Philadelphia and return next week of the Women's Motoring Club of New York. The managers of the run, which is scheduled for Monday and Tuesday, have received many inquiries for entry blanks and a number of out of town women drivers have declared their intention of competing in the event. Several additional entries have been made since the change in the dates of the contest, as the contestants will be back here before the opening of the Madison Square Garden show.

Mrs. Alice H. Ramsey, president of the Women's Motoring Club, who will drive her Maxwell car in the run, said yesterday she had been disappointed when the run was postponed, even though the roads were in very bad condition. She said the plan of the run was to show that women could drive cars in all kinds of weather that might be encountered and that it would not be too much of an effort for a woman to drive 100 miles a day in midwinter. Mrs. Ramsey expects that at least ten cars will be entered for the run. Richard Croker, the former Tammany chieftain, visited the show yesterday afternoon with his wife and daughter. Other well known visitors were President E. H. Gary of the Automobile Club of America and Mrs. Gary, J. Fred Betz, 3d, of Philadelphia, Mr. and Mrs. Albert C. Post, Mr. and Mrs. Jefferson De Mont, Mr. and Mrs. Robert Lee, Mr. and Mrs. Ernest Wiltz, Mr. and Mrs. John McVicker, Mr. and Mrs. Ward, Mr. and Mrs. John S. Martin, Mr. and Mrs. Paul Gilbert, The Hon. James F. D. Lanier, Capt. Jacob Kupper, Eugene A. Gallatin, Henry S. Bond and Reginald Ronalds.

Chess. Blumberg of Columbia and L. Tolins of New York met in their first game of chess to decide the question of their eligibility for a place on the American team which will compete with the English and the British at the rooms of the Elco Chess Club of this city yesterday. Blumberg, a white player, was met by the defense of the game of chess, who occupied his side of the game along re-

## AUTOMOBILES.

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## Brewster & Co.

### Announce

the receipt, direct from the Paris Salon, of the 1909, 15-22 horse power 4-cylinder chassis

## Delaunay Belleville Automobile

Brewster & Co. have accepted the sole agency of the Delaunay Belleville chassis.

The firm of Delaunay Belleville is one of the oldest and most respected in France and the chassis is one of the simplest and best made.

After having thoroughly tested these cars, Brewster & Co. take pleasure in recommending them to their customers.

The cars are offered at a price to compare favorably with that of American cars.

They will be sold with specially designed Brewster bodies and can also be procured with less expensive bodies of other makes if desired.

A complete line of spare parts will be kept in stock and adequate facilities provided for prompt repairs.

## Brewster & Co.

Broadway & 47th St.

New York

Also at the Palace Show

## The 1909

## Oldsmobile

### Has Back of It

The 1908, the 1907, the 1906  
The 1905, the 1904, the 1903  
The 1902, the 1901, the 1900  
And the 1899 Oldsmobiles.

All these years of experience and knowledge are concentrated in the 1909 models.

The Oldsmobile will not be shown at either of the New York shows this season. All 1909 models are now on view at our salesrooms. The public is cordially invited to see them.

Oldsmobile Company of New York

1653 Broadway—At 51st Street.

New Jersey Branch: 88 Washington Street, Newark.

## Overland

### The Most Complete Line in America

Model 30 Roadster (3 passenger) Planetary Trans.	\$1,250.00
" 30 " (4 passenger) "	1,300.00
" 30 Coupe "	1,650.00
" 31 Toy Tonneau (4 pas.) "	1,400.00
" 31 5 pass. Tonneau "	1,400.00
" 32 Toy Tonneau (4 pass.) Selective "	1,500.00
" 32 5 pass. "	1,500.00
34 Willys-Six Roadster or Tourist	2,250.00

FOR SIMPLICITY  
FOR RELIABILITY  
FOR APPEARANCE  
FOR COMFORT and  
FOR NOISELESSNESS

The Overland Is Unexcelled

SPACE NO. 6 GRAND CENTRAL PALACE

THE OVERLAND CO. OF N. Y.

CHAS. W. F. FAIRFIELD AUTO CO., Bridgeport, Conn. N. J. A. F. S. C. E. REISS & SON, E. Orange, N. J.

WANTED—1908 Packard or Peerless Touring Car. Inquire of E. G. HAYWARD, Mgr., Overland Motor Car Co., Grand Central Palace, Space No. 6, Section N.

## FORD

### A dollar's worth of car for—two half dollars

If a dollar in the price were a dollar in the value of every car at the show, and the difference in price in each case represented a corresponding difference in quality—If every automobile listed one hundred cents worth of real car for every dollar on the price tag, to make the right selection would be an easy matter.

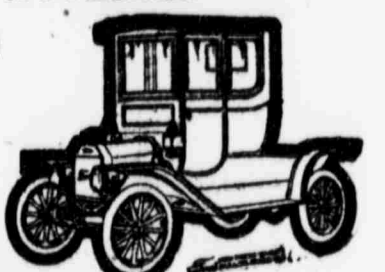
But it isn't so, and after you have wandered up and down the aisles; viewed hundreds of cars, front, rear, top and bottom, and permitted as many enthusiastic expounders of car merit to explain how, why and when his proposition is the one safe buy, you may feel like a man who has to select him a wife from the assembled hosts at a Ladies' Seminary.

See these cars at the Palace Show.



Touring Car—4 cylinder, 20 H. P., 5 Passenger

Detroit last week with his mind made up to buy a certain \$5,000.00 car. He could readily afford to pay that price. Incidentally and accidentally, having a friend in the Ford factory, he took a ride in the Model "T." Now he owns one, and in the buying saved four thousand and some. That was shrewd buying, and he is a millionaire.

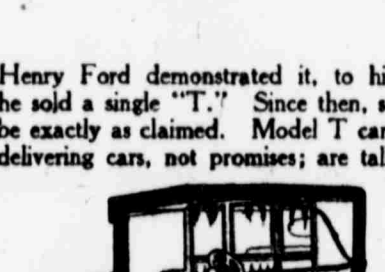


Coupe—inside driven \$500.

De Passe, the Ford Dealer in Paris, France, accepted deposits on 98 retail orders at the Paris Salon in December, while the various dealers in England sold 65 at the Olympia Show in London in November. That was in competition with Europe's best.

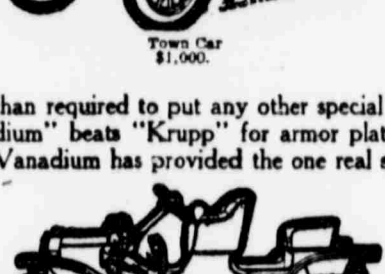
Can you see any real good reason for paying a thousand or two thousand, or three thousand dollars more for any car when all the automobile value that can be grouped on four rubber tired wheels is found in the 20 h. p., four cylinder, five passenger Ford at \$850.00? We don't believe you can.

Let's look the proposition squarely in the face. A well known manufacturer recently described Mr. Ford as the "price buster," and that fits him. Every reduction in automobile price has been forced by Ford. In spite of this, at no time has it been possible to point to a Ford product and find fault with its quality. This new car is built by the same Ford, in the same factory, by the same organization that has made the Ford imprint guarantee full value on whatever it appears. When you buy a Ford you buy a success, not an experiment or a rejuvenated failure or a combination of mongrel ideas.

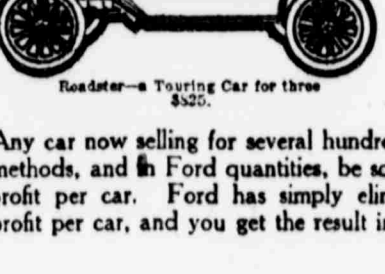


Landulet—4 Passenger \$600.

Henry Ford demonstrated it, to his own satisfaction, with 20,000 miles travel in experimental cars before he sold a single "T." Since then, several hundred individual owners have for themselves proved the car to be exactly as claimed. Model T cars were in use a year before Ford started to sell them. Now we are delivering cars, not promises; are talking from practice, not theory.



Town Car \$1,000.



Roadster—4 Touring Car for three \$325.

Any car now selling for several hundred more, could, if built in the Ford shop, from Ford designs, by Ford methods, and in Ford quantities, be sold at the Ford price, if the maker would be satisfied with the Ford profit per car. Ford has simply eliminated extravagance, manufactures and sells in quantities, reduced the profit per car, and you get the result in the car at the right price.

The Model "T" is also made in Roadster style at \$825.00; coupe at \$930.00; Landulet at \$950.00; Town Car at \$1,000.00, and any type of body interchangeable at little expense with any other type. All prices F. O. B. Detroit.

Each of the above easily the equal of any similar appearing car at double the price.

Come and See—First floor, Section C, space 25. Also full line at our store, 1723 Broadway and you are welcome at either place. Ask for special souvenir booklet. It is worth taking home.

Ford Motor Company

Standard Manufacturers A. M. C. M. A.

Brooklyn Store 20 Halsey Street New York Branch 1723 Broadway Newark Store 518 River Street

## MICHELIN

First as usual at the Grand Central Palace Show

## MICHELIN

Tires on show cars

# 260

Nearest competitor 120  
And more than the two nearest competitors combined  
Why?

New York Branch, 1763 Broadway

### U.S. BARKEEPERS FRIEND METAL POLISH

Used and endorsed by the leading dealers. Sold all over the world. See W. W. Hoffman, Mfr., Indianapolis, Ind.

## AT THE PALACE SHOW

see the finest medium-powered car built.



MORA LIMOUSINE

4 CYLINDERS, 24-28 H. P.

\$3,250

Handsome Limousine car ever offered for the money.

The new Light Four Mora meets all requirements for comfort and efficiency. It will stand the severest strains of the worst American roads. The power plant is similar to that which holds the world's sealed bonnet record (over 10,000 miles) refined to a nicety.

The new Light Four Mora gives more power, more comfort, more style and a greater degree of safety and reliability than has ever been offered to the American public for the money.

A fair comparison with cars selling at a higher price will disclose the absolute truth of our claim that this year we have the finest medium-powered car built.

We're here to show you.

Mora Light Sixes, with all the refinements, also on exhibit.

Mora Sixes are the mechanically finest Light Sixes built.

MORA MOTOR CAR CO.  
Broadway and 52d Street  
Telephone, 3829 Columbus

We Are Now Exhibiting at the

## Automobile Show, Grand Central Palace, "PENNSYLVANIA" AND 'ISOTTA-FRASCHINI' CARS

EQUIPPED WITH QUINBY ALUMINUM BODIES.

## J. M. Quinby & Co.

Automobile Body Builders, Newark, N. J.

### BARGAINS IN USED CARS.

PEERLESS—1908—30 Seven Passenger or Touring. Perfect condition.

PIERCE—1908—30 Seven Passenger Touring. Overhauled and guaranteed as we do new ones.

PIERCE—1905—30 Five Passenger Touring. Perfect condition.

THOMAS—1907—40 Touring with magento. Looks like new.

These cars, and others not mentioned, are being sold for the account of customers who have purchased new Pierce Arrows.

ELLIS MOTOR CAR CO., 124 Washington St., Newark.

## MOTOR CAR DIRECTORY

ACME 25th St. & Broadway, Phone 480 Riverdale.

AM. LOCOMOTIVE CAR 1800 Broadway, Tel. 6300 Columbus.

AUTOCAR 43rd St. & Broadway, Phone 428 River.

BAKER ELECTRICS 1708 B'way, Phone 3920 Col.

BENZ Benz Auto Import Co., B'way & 52d St. Phone 4128 River.

BUICK Motor Co., B'way between 55th & 56th Sts. Phone 4040 Columbus.

CADILLAC Cars, Parts, Repairs, Garage, Columbus Circle, Tel. 5015 Col.

ORBIN 1800 Broadway (63d St.) Phone 5303 Columbus.

CHALMERS-DETROIT Car, H. Page & Co., B'way at 52d St., N. Y. Phone Col. 438.

DEMAREST A. T. & CO. IMPORTED CARS, 533 5th Ave.

ELMORE Eliot Hanney Co., B'way at 52d St., N. Y. Phone 595 Col.

FAIRBANKS Metric size Drills and Reamers, 416 Broome St. Tel. 780 Spring.

HAYNES HAYNES AUTOMOBILE CO., 1716 Broadway, Phone 1546 Columbus.

ISOTTA M. QUINBY & CO., Near Laguardia Station, Newark, N. J.

ITALA ITALA IMPORT CO., 41 W. 54th St. & 335 5th Ave.

KISSEL KARS 2280 B'way, Phone 9041 Riverdale.

LOZIER THE LOZIER MOTOR CO., Broadway and 54th St., Tel. 3892 Col.

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STEVENS-DURVEA A. G. SPALDING & BROS., 29 W. 43d St. Tel. 453 River.

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